

## **IN THE CLAIMS**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please **AMEND** claims 1, 2, 9, and 22 as follows.

Please **ADD** new claim 23 as follows.

1. (CURRENTLY AMENDED) A product information notification method comprising:
  - associating an individual product of a product information database with additional information classified based upon predetermined user profile information, in an additional information database;
  - presenting basic information for the individual product to a user from the product information database;
  - ~~acquiring profile information of a~~of the user receiving the basic information ~~for an~~for the individual product; and
  - ~~selecting and presenting to said user basic information of a product group regarding the basic product information the user is receiving, from a product information database storing basic information of said individual product; and~~
  - selecting and presenting to said~~the~~ user, from the additional information database, the additional information regarding products in said product group presented to the user that corresponds to said~~the~~ acquired user profile information, ~~from a database storing additional information for said product group products according to the predetermined user profile classification of the additional information of the presented individual product.~~

2. (CURRENTLY AMENDED) A product information notification system comprising:  
additional information management means for associating an individual product of a product information database with additional information classified based upon predetermined user profile information, in an additional information database;  
product information presentation means for presenting basic information for the individual product to a user from the product information database;  
profile information acquisition means for acquiring profile information ~~of aof the~~ user receiving basic information ~~for anfor the~~ individual product;  
~~a product information database storing the basic information for said individual product;~~  
~~product information presentation means for presenting from said product information database basic information of a product group regarding the basic product information the user is receiving;~~  
~~an additional information database storing additional information for products in the product group;~~  
display parameters processing means for selecting from the additional information database the additional information corresponding to the product group products presented to the acquired user according to the predetermined user profile classification of the additional information of the presented individual product, ~~from said additional information database based on profile information acquired by said profile information acquisition means;~~ and  
additional information presentation means for presenting to said user, for the presented ~~product group products~~individual product, the selected additional information ~~selected by said display parameters processing means for the product group products.~~

3. (ORIGINAL) The product information notification system according to claim 2, wherein said profile information acquisition means conducts wireless communication with a user terminal storing that user's profile information to acquire said user's profile information.

4. (PREVIOUSLY PRESENTED) The product information notification system according to claim 2, wherein said profile information acquisition means conducts wireless communication with a user terminal storing that user's identification information, and acquires the user profile information corresponding to said user identification information from a profile database storing user profile information.

5. (PREVIOUSLY PRESENTED) A product information notification system

according to claim 2, wherein said product information presentation means and additional information presentation means display, respectively, the basic product information and the additional information in a vicinity of the basic product information.

6. (ORIGINAL) A product information notification system according to claim 3, wherein said product information presentation means and additional information presentation means respectively include product information transmission means transmitting information to be displayed by product information display means and additional information display means provided on said user terminal.

7. (PREVIOUSLY PRESENTED) The product information notification system according to claim 2, wherein a product information management server comprises a WWW server that manages said product information database, the product information presentation means and the additional information presentation means, and presents the basic and additional information to a user terminal having a WWW browser.

8. (PREVIOUSLY PRESENTED) The product information notification system according to claim 7, wherein said profile information acquisition means acquires the user profile information from said user's terminal over the Internet.

9. (CURRENTLY AMENDED) The product information notification system according to claim 7, wherein said profile information acquisition means acquires ~~a user's~~the user's identification information from said user's terminal over the Internet, and acquires the user profile information corresponding to said user's identification information from a profile database storing user profile information.

10. (ORIGINAL) The product information notification system according to claim 9, wherein said product information management server manages said profile database.

11. (ORIGINAL) The product information notification system according to claim 9, wherein a customer management server interconnected with said product information server manages said profile database.

12. (PREVIOUSLY PRESENTED) A product information notification system

according to claim 7, wherein said product information management server further manages said additional information database and said display parameters processing means.

13. (ORIGINAL) The product information notification system according to claim 7, wherein an additional information management server interconnected with said product management server manages said additional information database and includes said display parameters processing means.

14. (PREVIOUSLY PRESENTED) The product information notification system according to claim 7, wherein said product information presentation means and said additional information presentation means comprise a terminal linkage unit operating on the WWW browser on said user terminal.

15. (PREVIOUSLY PRESENTED) The product information notification system according to claim 14, wherein said terminal linkage unit is a Java applet displaying the additional information.

16. (PREVIOUSLY PRESENTED) The product information notification system according to claim 14, wherein said terminal linkage unit is a Java applet displaying comments and accepting input comments from said user terminal as other additional information regarding the products provides to the user.

17. (PREVIOUSLY PRESENTED) The product information notification system according to claim 16, further comprising a comment database managing the accepted comments by said terminal linkage unit.

18. (ORIGINAL) The product information notification system according to claim 14, wherein said terminal linkage unit is a chat linkage unit accepting chat by said user terminal.

19. (ORIGINAL) The product information notification system according to claim 18, further comprising a chat channel management unit managing chat contents accepted by said chat linkage unit.

20. (ORIGINAL) The product information notification system according to claim 14,

wherein said terminal linkage unit is an order acceptance linkage unit accepting product orders from said user terminal.

21. (ORIGINAL) The product information notification system according to claim 20, further comprising an order procedure unit conducting order procedures based on a product order accepted by said order acceptance unit.

22. (CURRENTLY AMENDED) A computer readable recording medium on which is recorded a program controlling a product information notification system according to a process comprising:

associating an individual product of a product information database with additional information classified based upon predetermined user profile information, in an additional information database;

presenting basic information for the individual product to a user from the product information database;

acquiring profile information of aof the user receiving the basic information for anfor the individual product; and

~~selecting and presenting to said user basic information of a product group regarding the basic product information the user is receiving, from a product information database storing basic information of said individual product; and~~

selecting and presenting to saidthe user, from the additional information database, the additional information regarding products in said product group presented to the user that corresponds to said acquired user profile information according to the user profile classification of the additional information of the presented individual product ,from a database storing additional information for said product group products.

23. (NEW) An electronic product notification system in network communication with user terminals, the system comprising:

a programmed computer processor controlling the system according to a process comprising:

associating basic information of each product of a product information database with additional information classified according to predetermined user profile parameters, in an additional information database,

displaying the basic information of the product to a user via the network from the product information database,

acquiring a profile of the user via the network, and

selecting and displaying to the user, via the network and from the additional information database, additional information of the displayed product by matching the acquired user profile to one of the predetermined user profile parameters of the additional information of the displayed product.